

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “SACHIVALAYAM” a Telugu Magazine, through M/s. Livewires Advertising – Publication Charges – Amount Sanctioned - Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 242

Dated: 09-03-2009

Read the following:

- 1 Govt. Lr.No.4401/PMU/DDC/2008, YAT&C (PMU) Department. dt. 04.09.2008.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No.186/Display-PP/Advt.I-2/2008-09, I&PR Department, dt.10-09-2008.
- 6 Bill No. Advt-386-A, dt. 05.11.2008 of M/s. Livewires Advertising Pvt, Ltd, Hyderabad.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “SACHIVALAYAM” a Telugu Magazine, through M/s. Livewires Advertising, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 25,000/- vide letter 6<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.25,000/- (Rupees Twenty Five Thousand only) towards publication of the advertisement in “SACHIVALAYAM” a Telugu Magazine, through M/s. Livewires Advertising Agency.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (10) – Promotion of Tourism in Districts - 500 – Other Charges – 503 – Other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd, Hyderabad, after deducting Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To,  
M/s. Livewires Advertising Pvt, Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

**Copy to:**

The YAT& C (PMU- Claims) Department.  
SF/SCs

**//Forwarded :: By Order//**

**SECTION OFFICER**